



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/26 thru 09/01.

(prices in dollars per carton)

Fri. Aug 26, 2011

## SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	24.7% of 19,500 stores		22.3% of 19,500 stores				45.2% of 19,200 stores						
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b> USDA GRADE AA	White 12 pack	170	1.32	270	1.60			420	1.70	30	1.20	1,220	1.11
	White 18 pack			130	1.98			670	1.41	30	2.69	1,360	1.62
	Brown 12 pack												
<b>REGULAR</b> USDA GRADE A	White 12 pack	110	1.81	190	1.17	180	1.49	1,170	1.04	380	1.02	2,010	0.97
	White 18 pack			640	1.99			600	1.68			370	1.50
	Brown 12 pack							130	1.50			20	1.00
<b>SPECIALTY</b> USDA ORGANIC	White 12 pack											20	2.48
	Brown 12 pack	30	3.65	550	4.07	260	4.40	480	4.81			660	3.86
<b>SPECIALTY</b> OMEGA-3	White 12 pack	520	2.67	2,750	2.56	60	2.85	1,280	2.37	580	2.27	2,130	2.26
	Brown 12 pack	10	2.50	290	2.87			150	2.99	120	2.50	120	2.50
<b>SPECIALTY</b> CAGE-FREE	White 12 pack			10	1.99							1,220	2.59
	Brown 12 pack	40	2.49	570	2.63	140	2.51	270	3.03			1,680	2.44
<b>SPECIALTY</b> VEGETARIAN FED	White 12 pack												
	Brown 12 pack			800	2.55	30	2.66	310	2.22			940	2.16

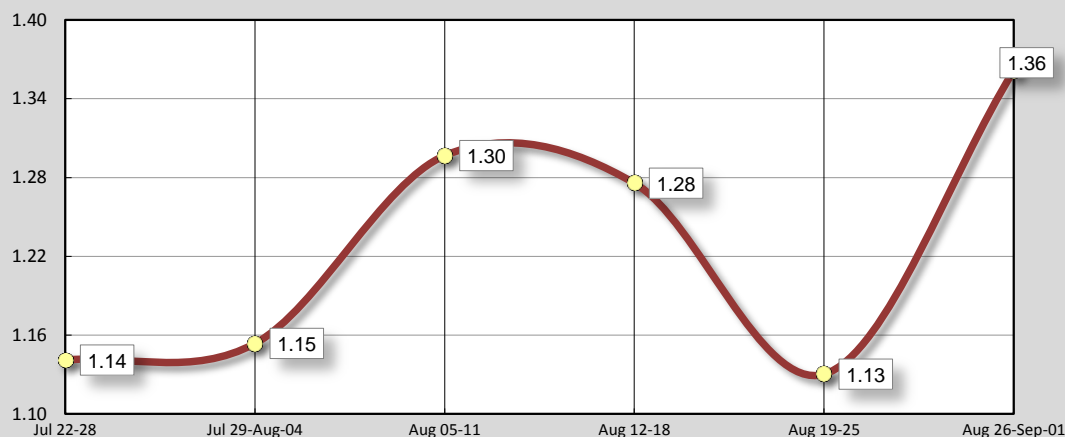
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,510	3,170	5,420	Large Eggs on Aug-22-2011
Specialty	5,570	2,980	7,470	
Total (includes MD)	7,240	6,650	13,210	385.5
Special Rate 4/:	2.2%	2.2%	2.7%	up 3.5%

5/: 1,000's of 30-doz cases

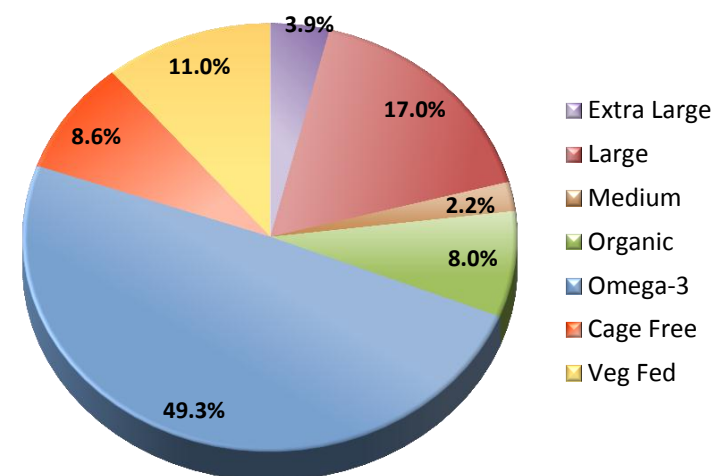
## SHELL EGG and EGG PRODUCTS FEATURING

It appears that featuring of regular shell eggs has taken a fall this week, even as the Labor day holiday approaches. In addition to the decrease in activity, the average ad price for Grade A or better, Large white eggs offered to consumers has risen sharply. Consumers on the East Coast prepare to hunker down as Hurricane Irene approaches, resulting in many value-conscious shoppers looking to stock up on eggs but finding few specials available. Featuring of specialty shell eggs doubles in ad space this week, particularly with promotions for Omega-3 and vegetarian-fed eggs. Promotions for liquid egg products have become less visible but are readily available in the Northeast. With the market currently adjusting, the supply of Large white shell eggs exceeds the demand for retail features.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		24.0% of 3,900 sampled outlets Activity Index = 3,090 (includes Medium)						19.1% of 5,100 sampled outlets Activity Index = 1,000 (includes Medium)						14.9% of 3,300 sampled outlets Activity Index = 480 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack				1.69	10	1.69													
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack	1.69	100	1.69	1.50	70	1.50				0.98 - 0.99	40	0.98				0.79 - 1.00	70	0.95	
	White 18 pack				1.99	20	1.99				1.88 - 1.99	490	1.99							
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack	3.99	20	3.99	3.99 - 4.99	40	4.56							2.98	10	2.98	2.99 - 4.49	190	4.44	
	OMEGA-3																			
	White 12 pack	1.89 - 3.29	390	2.73	1.69 - 2.99	1,080	2.28				2.00 - 2.79	280	2.36				1.99 - 2.50	110	2.38	
	Brown 12 pack	2.50	10	2.50	2.50 - 2.99	240	2.97				2.29	40	2.29				2.69 - 2.99	10	2.85	
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack	2.49	40	2.49	2.29 - 3.00	360	2.71				2.29 - 2.79	60	2.48				1.99 - 2.99	40	2.52	
	VEGETARIAN FED																			
White 12 pack																				
Brown 12 pack					2.50 - 2.99	710	2.54				2.50	70	2.50				2.69 - 2.99	20	2.92	
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		25.1% of 3,600 sampled outlets Activity Index = 1,000 (includes Medium)						40.5% of 2,500 sampled outlets Activity Index = 1,150 (includes Medium)						45.8% of 1,100 sampled outlets Activity Index = 520 (includes Medium)						
USDA GRADE AA	White 12 pack	1.50	10	1.50	1.50 - 1.79	210	1.64	1.50	40	1.50	1.50	40	1.50	1.25	120	1.25	0.98	10	0.98	
	White 18 pack				1.98	100	1.98				1.99 - 2.00	30	1.99							
	Brown 12 pack																			
	MEDIUM																			
USDA GRADE A	White 12 pack				0.99 - 1.50	10	1.19							2.99	10	2.99				
	White 18 pack				1.99 - 2.00	130	2.00													
	Brown 12 pack																			
	MEDIUM																			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack										3.49 - 3.99	320	3.79							
	OMEGA-3																			
	White 12 pack				2.19 - 2.79	370	2.60	2.49	130	2.49	2.79 - 3.29	540	3.06				2.79	370	2.79	
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack										1.99	10	1.99							
	Brown 12 pack				2.50	110	2.50													
	VEGETARIAN FED																			
White 12 pack																				
Brown 12 pack																				

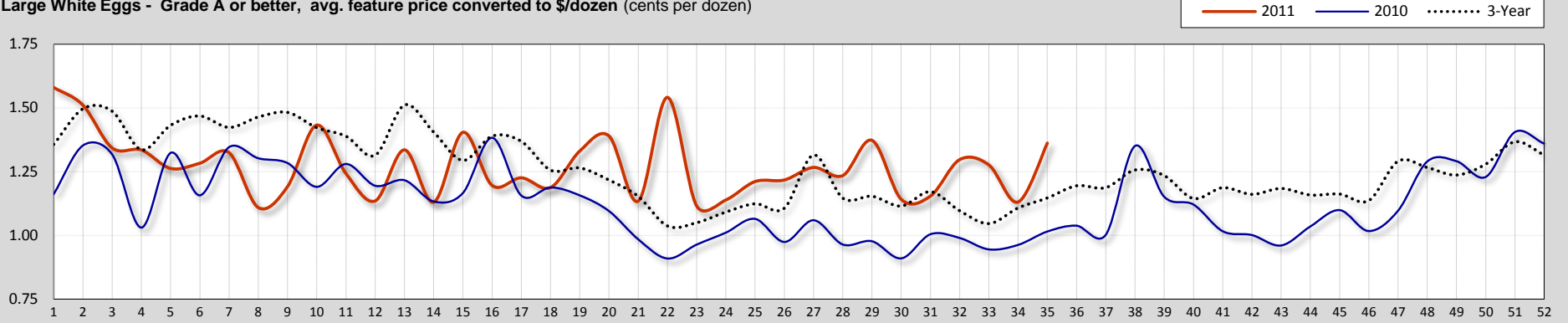


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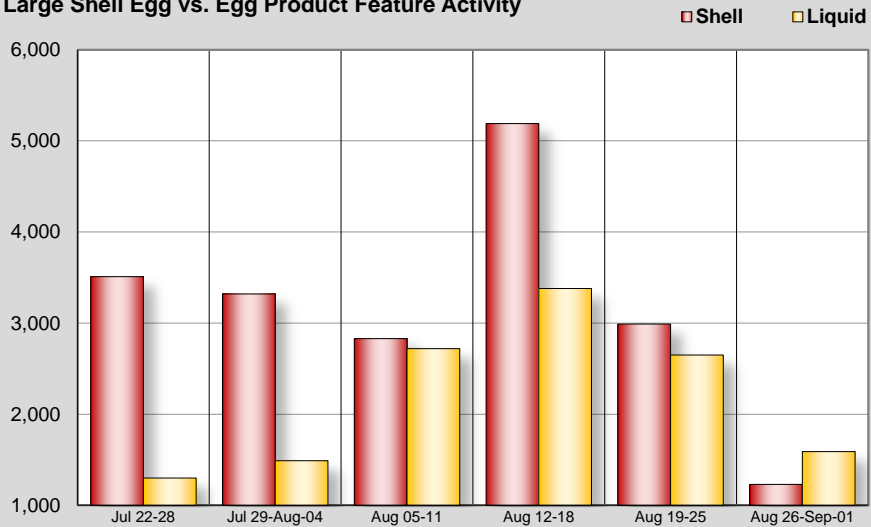
Fri. Aug 26, 2011

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST				
1/ Feature Rate	5.7%		5.1%		6.2%		9.0% of 3,900 sampled		0.7% of 5,100 sampled		6.8% of 3,300 sampled		0.4% of 3,600 sampled		8.1% of 2,500 sampled		25.2% of 1,100 sampled				
2/ Activity Index	1,590		2,650		1,450		Activity Index = 820		Activity Index = 40		Activity Index = 220		Activity Index = 20		Activity Index = 210		Activity Index = 280				
	Stores	Avg <sup>3/</sup>	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>	Price Range	Stores	Avg <sup>3/</sup>			
14-16 oz. crtn	1,040	3.24	1,230	2.46	890	2.40	2.00 - 3.69	510	2.94				1.99 - 3.79	220	3.59	2.50 - 2.99	20	2.76	1.99 - 3.79	280	3.56
32 oz. crtn	520	4.26	1,200	4.11	310	4.17	3.99 - 4.99	280	4.48	3.99	40	3.99				3.99	200	3.99			
3 - 4 oz. cup	30	2.99	220	3.47	250	2.48	2.99	30	2.99												
2 - 8 oz. cup																					

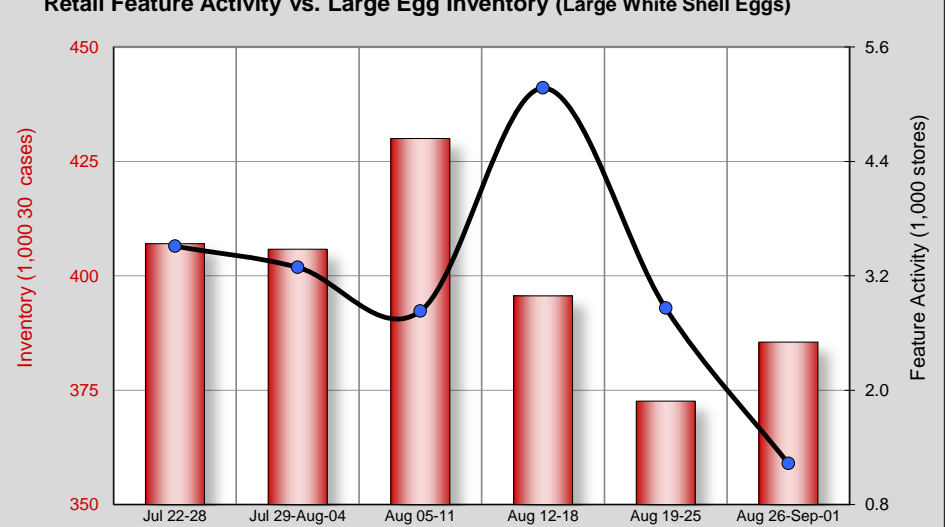
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.